

**Report of the Kansas Grape and Wine Industry Advisory Council
to
The Standing Agriculture Committees of the Kansas Legislature
February 2011**

The Kansas Legislature created the Kansas Grape and Wine Industry Advisory Council in 1988 with the enactment of K.S.A. 74-551 - 74-553. This board reports annually to the Senate and House Agriculture Committees.

The council is a nine-member body that is appointed by the Kansas Secretary of Agriculture. Council members are appointed to two-year terms and can be reappointed. Membership on the council includes representatives from Kansas State University, the commercial grape growing industry, licensed farm winery industry, wine distributors industry, retail liquor store industry, tourism industry and one member representing the public having experience in marketing.

The current board members are Dennis Reynolds, of Somerset Ridge Vineyard and Winery in Paola; Norm Jennings, of Smoky Hill Vineyard and Winery in Salina; James Pat Murphy, of Kansas State University; Steven Berger, of The Wine Cellar in Lawrence; R.E. "Tuck" Duncan, who represents Kansas Wine and Spirits Wholesalers; Susie Pryor, Ph.D., of Washburn University; Dr. John Brewer, of Wyldewood Cellars in Mulvane; Jo Ann Kuhlmann, of Eagle Creek Vineyards in Olpe; and Michelle Meyer, of Holy-Field Vineyard and Winery in Basehor.

The Kansas Grape and Wine Industry

In 2011, Kansas Agricultural Statistics and the National Agricultural Statistics Service completed a survey of the impact of the Kansas grape and wine industry on the Kansas economy. The survey, funded by a USDA Specialty Crop Block Grant awarded to the Kansas Department of Agriculture in 2009, gathered valuable data about the different grape varieties grown in the state, the different fruits used to make wine, the type and amount of wine produced, the level of tourism tied to grape and wine production, and other economic data. The separate grape and wine surveys are attached to this report.

Among the surveys' findings:

- There were 342.1 acres of grapes in Kansas in 2010, up from 299 acres in 2007.
- Kansas grapes were valued at \$401,150 in 2010. The value of production varied greatly by variety.
- Chambourcin and Norton were the most commonly reported varieties of grapes grown in Kansas.

- About 60 percent of the grapes grown in Kansas are used to make wine at the same location. The remaining grapes are sold to other wineries.
- Kansas wineries hosted a total of 251,870 visitors in 2010. About 48 percent of those visitors were from Kansas, and about 24 percent came from the neighboring states of Colorado, Missouri, Nebraska and Oklahoma. The rest came from other states and countries or from unknown locations.
- Red wines account for about 53 percent of the wines produced in Kansas. White wines followed with 38 percent, while rosé or blush wines accounted for 8 percent.

Legislative Initiatives

The Kansas Department of Agriculture has spent time during the last year assessing the council and its impact on the grape and wine industry. As a result of this assessment, the Department has respectfully requested certain changes in the structure of the board that are included in House Bill 2503. These changes include:

- Including industry groups in the task of appointing members to the council;
- Highlighting the council's charge to build a long-range plan for the success of the industry; and
- To encourage the council to become financially self-sufficient, the bill provides for administrative support until 2016, at which point the council will sunset.

Additionally, the department is also supportive of legislation that would give additional benefits to licensed farm wineries. We have learned that wineries, to better compete with the wine industry in neighboring states, particularly Missouri, would benefit from certain small changes to the farm winery statutes. These changes include: streamlined licenses from KDA and ABC, an easier route to sell wine by the glass (on premise only,) and the ability to sell bottles of wine at special events.

The department continues to work with ABC and legislators to approve these changes; as of late January, no legislation has been introduced to do so.

Agricultural Marketing Assistance

The addition of the agricultural marketing program to the Kansas Department of Agriculture in July 2011 will be a benefit to the grape and wine industry going forward. Grape growers and winemakers have been included in a study of the state's trademark program, currently known as *Simply Kansas*. The agricultural marketing staff is well aware of the recent surveys and the overall current state of the grape and wine industries. Staff members from this program have made their services available to all producers and processors in the state, including grape growers and wine makers.



KANSAS 2010 GRAPE PRODUCTION



Kansas Agricultural Statistics

Cooperating with the Kansas Department of Agriculture

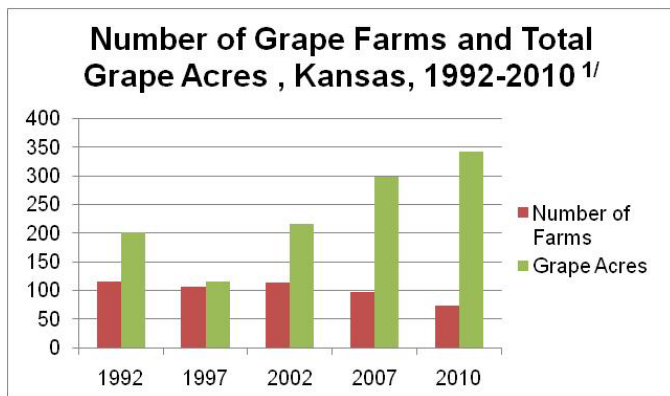
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Released: September 30, 2011

Total Grape Acres Up from 2007

Total acres of grapes in Kansas vineyards continues to grow. There were 342.1 acres of grapes in Kansas in 2010, up 14 percent from 299 acres in 2007. The number of farms with grape vines, at 73 farms, is down from 99 in 2007.

Chambourcin and Norton were the most commonly reported varieties of bearing and non-bearing acreage, claiming nearly identical percentages for both in 2010. Norton did edge out Chambourcin in harvested acres by 2.2 percent of the State total.



^{1/} Data from 1992 through 2007 are from Census of Agriculture.

Grape growers reported 223.3 bearing acres of grapes in Kansas in 2010, up 6 percent from 210 bearing acres in 2007. Acres with non-bearing vines increased as well. There were 118.8 non-bearing acres reported in Kansas during 2010, an increase of 33 percent from 2007.

Chambourcin and Norton by Type of Acreage, Kansas, 2010

Type of Acreage	Chambourcin	Norton (Cynthiana)
Bearing Acres	26.7	26.5
Percent of Total	12.0%	11.9%
Non-Bearing Acres	14.8	15.2
Percent of Total	12.5%	12.8%
Harvested Acres	20.6	24.5
Percent of Total	11.8%	14.0%

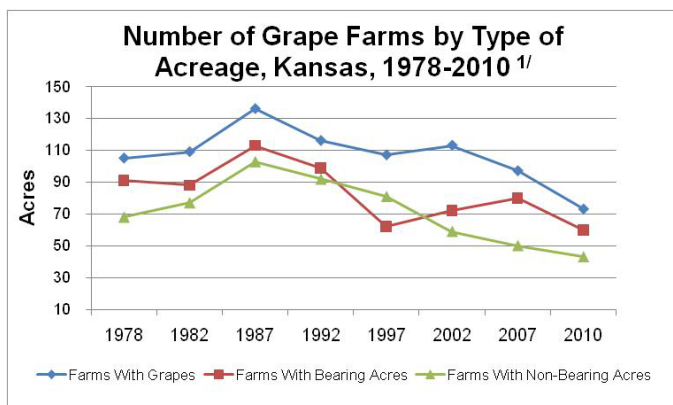
There were 174.7 acres of grapes harvested in Kansas in 2010. Norton, Chambourcin, and Seyval Blanc were the top three varieties harvested. There were 24.5 acres of Norton harvested. Chambourcin trailed with 20.6 acres, while Seyval Blanc accounted for 13.1 acres.

Top Ten Grape Varieties by Production, Kansas, 2010

Variety	Harvested	Percent of Total
	Tons	Percent
Chambourcin	52.5	14.8
Seyval Blanc	34.8	9.8
Norton (Cynthiana)	29.0	8.2
Traminette	22.6	6.4
Vignoles	21.1	5.9
St. Vincent	18.9	5.3
Marquette	18.1	5.1
Cabernet Franc	15.6	4.4
Chardonel	13.9	3.9
Noiret	12.7	3.6
All Other	115.5	32.6
Total	354.7	100.0

Kansas grape growers produced 354.7 tons of grapes in 2010. Chambourcin accounted for 52.5 tons, 14.8 percent of the total production. Seyval Blanc was a distant second with 34.8 tons, and Norton (Cynthiana) followed with 29.0 tons. There were nearly 50 different varieties reported grown in Kansas in 2010.

There were 139.3 tons of grapes sold by grape growers in Kansas during 2010. Virtually all grapes sold were to recipients in Kansas. Chambourcin was again the most widely sold variety, with 14.8 tons sold. Noiret followed with 12.7 tons sold.



^{1/} Data from 1978 through 2007 are from Census of Agriculture.

Although grape acres are up, the number of farms with grapes in Kansas has been declining since its peak in 1987 at 136 farms. Farms with bearing acres did however show a slight increase from 1997 to 2007 before declining in 2010.

Kansas Grape Varieties, 2010

Variety	Bearing	Non-Bearing	Harvested	Total Production	Yield	Sold	Used	Species
	Acres			Tons	Tons/ Harv. Acre	Tons		
Cabernet Franc	6.9	2.9	6.9	15.6	2.3	7.2	8.4	Vitis Vinifera
Catawba	5.6	1.8	1.3	1.5	1.2	1/	1/	Native American
Cayuga White	3.3	1.3	1.3	0.9	0.7	0.0	0.9	French-Am. Hybrid
Chambourcin	26.7	14.8	20.6	52.5	2.5	14.8	37.6	French-Am. Hybrid
Chardonel	6.4	3.5	6.4	13.9	2.2	1/	1/	French-Am. Hybrid
Concord	7.3	1/	5.1	3.5	0.7	1/	1/	Native American
Fredonia	6.4	1/	4.2	8.3	2.0	1/	1/	Native American
Frontenac	6.8	2.1	5.6	8.2	1.5	1/	1/	French-Am. Hybrid
La Crosse	3.6	0.0	3.6	7.1	2.0	1/	1/	French-Am. Hybrid
Marquette	7.8	1/	7.5	18.1	2.4	1/	1/	French-Am. Hybrid
Melody	4.3	2.1	3.3	6.9	2.1	0.0	6.9	French-Am. Hybrid
Noiret	3.3	8.1	3.0	12.7	4.2	12.7	0.0	French-Am. Hybrid
Norton (Cynthiana)	26.5	15.2	24.5	29.0	1.2	7.4	20.1	Native American
Seyval Blanc	13.8	1.0	13.1	34.8	2.7	6.0	28.7	French-Am. Hybrid
St. Vincent	7.3	3.3	6.8	18.9	2.8	1/	1/	French-Am. Hybrid
Steuben	5.3	1/	4.0	9.9	2.5	8.7	1.2	Native American
Traminette	11.8	9.2	10.7	22.6	2.1	5.0	17.6	French-Am. Hybrid
Vidal	5.0	7.1	4.0	6.4	1.6	1/	1/	French-Am. Hybrid
Vignoles	14.0	2.5	11.9	21.1	1.8	5.7	15.4	French-Am. Hybrid
All Other	51.2	43.9 ^{2/}	30.9	62.8	2.0	71.8 ^{2/}	76.9 ^{2/}	
Total	223.3	118.8	174.7	354.7	2.0	139.3	213.7	

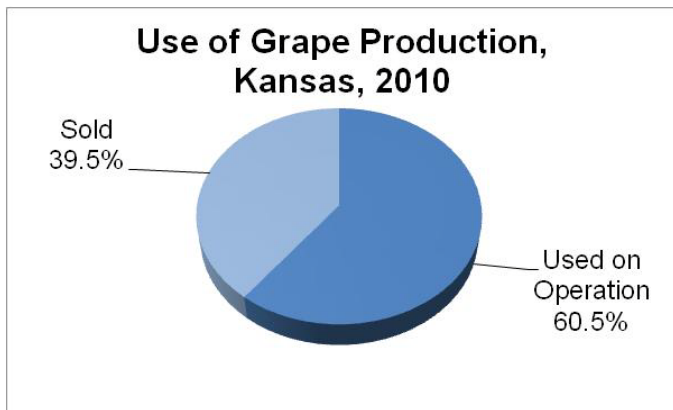
1/ Data suppressed for confidentiality

2/ All Other varieties represent varieties not included in this table, in addition to those suppressed for confidentiality.

We would like to thank all the grape and wine producers who took the time to participate in the Vineyard and Winery Surveys by responding by mail, telephone, or personal interview. More than 140 individuals were contacted for the Vineyard Survey with nearly 90 percent completing the questionnaire. Summary results are a tabulated summation of the reports received. No attempt was made to estimate for non-response. Statistics gathered by this survey will help growers and other market participants make sound management decisions by observing trends in varieties, bearing and non-bearing acreage, prices, and usage. This report would not have been possible without the valuable input from respondents, and funding from a USDA specialty crop block grant. Results from the wine production survey can be viewed in the Kansas 2010 Wine Production release.

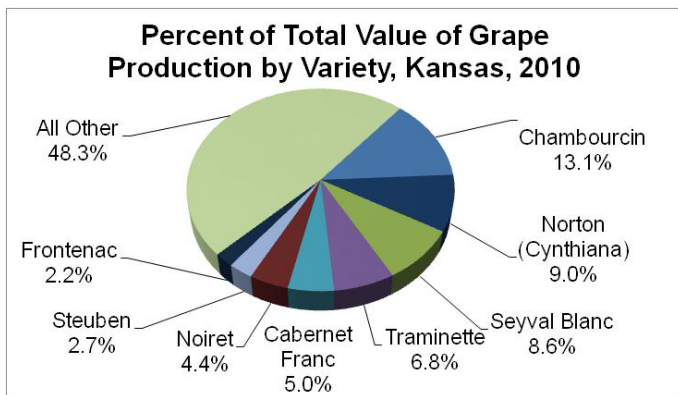
Grape Use

Grape growers used 213.7 tons, or just over 60 percent of their production on their own operations in 2010. Forty-four operations indicated they made wine from grapes grown on their operation. Chambourcin was the most commonly used variety with 37.6 tons. Seyval Blanc and Norton followed, with 28.7 tons and 20.1 tons, respectively.



Value of Production

The total value of grapes produced in Kansas was \$401,150 in 2010. The value of production varied greatly by variety. Chambourcin accounted for the largest share of value among varieties, generating 13.1 percent of the total value of production for Kansas in 2010.



Though the price per ton varied across varieties, the average price was \$1,131 per ton in 2010. Not all prices have been published for confidentiality due to an insufficient number of reports.

Average Price and Value of Production by Variety, Kansas, 2010

Variety	Average Price	Value of Production
	Dollars/Ton	Dollars
Chambourcin	999	52,436
Norton (Cynthiana)	1,242	36,008
Seyval Blanc	993	34,549
Traminette	1,200	27,120
Cabernet Franc	1,293	20,176
Noiret	1,375	17,463
Steuben	1,100	10,890
Frontenac	1,060	8,692
All Other	1,144	193,816
Total ^{1/}	1,131	401,150

^{1/} Price is the average price of tons sold for all varieties.

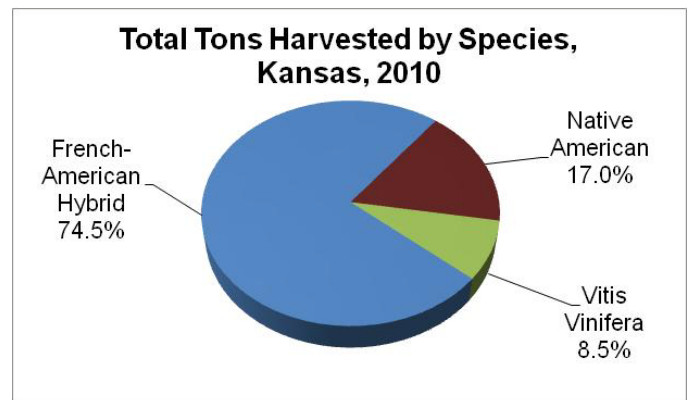
Species

When categorized by species, most varieties grown in Kansas are hybrids. Of the total bearing and non-bearing acres for 2010, French-American Hybrids accounted for 225.6 acres in the State. Native American species followed with 82.0 acres, while Vitis Vinifera accounted for 34.5 acres in Kansas in 2010.

Total Acres of Grapes in Kansas by Species, 2010

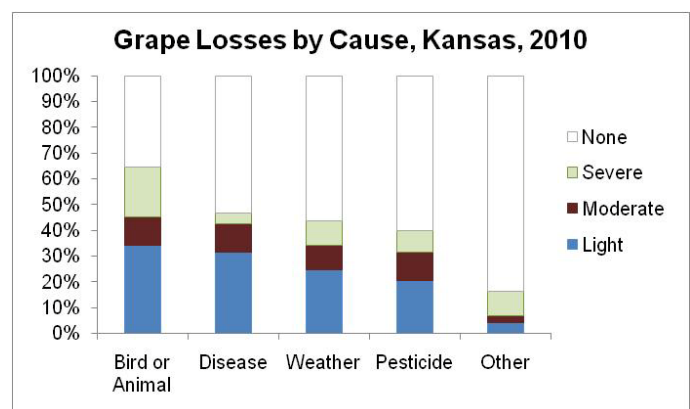
Species	Total	Bearing	Non-Bearing
	Acres		
French-American Hybrid	225.6	143.0	82.6
Native American	82.0	59.5	22.5
Vitis Vinifera	34.5	20.8	13.7
Total	342.1	223.3	118.8

Of the total 2010 production, French-American Hybrids accounted for 264.2 tons, or 74.5 percent of the total tons harvested. Native American species accounted for 60.4 tons, and Vitis Vinifera accounted for 30.1 tons in 2010.



Production Loss

The most common reason for losses experienced by grape growers was attributed to bird or other animal damage. Total damage from disease, weather, and pesticide was similar across types. Damage from sources other than these was minimal.



Statewide, there were only 1.7 tons of grapes reported as being harvested, but not used or sold. By contrast, there was approximately 0.7 ton not harvested due to economic reasons such as market conditions, or the availability or cost of labor.



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Grape Vines by Variety^{1/}, Kansas, 2010

Variety	Bearing	Non-Bearing	Harvested
	Number of Vines		
Cabernet Franc	4,213	1,778	4,213
Catawba	3,145	870	445
Cayuga White	1,767	574	564
Chambourcin	14,518	8,001	11,734
Chardonel	3,707	1,971	3,707
Concord	4,145	2/	2,505
Fredonia	4,046	2/	2,645
Frontenac	3,511	1,078	2,836
La Crosse	1,900	0	1,900
Marquette	4,500	2/	4,300
Melody	2,972	1,499	2,122
Noiret	1,901	4,414	1,811
Norton (Cynthiana)	12,676	7,235	11,651
Seyval Blanc	7,844	451	7,652
St. Vincent	3,989	1,664	3,786
Steuben	2,708	2/	1,952
Traminette	6,376	5,317	5,483
Vidal	2,372	3,685	1,972
Vignoles	7,344	1,226	5,954
All Other	27,983	20,735 ^{3/}	15,765
Total	121,617	60,498	92,997

1/ Vines calculated by multiplying average vines per acre by total acres for each variety for bearing, non-bearing, and harvested vines

2/ Data suppressed for confidentiality

3/ All Other varieties represent varieties not included in this table, in addition to those suppressed for confidentiality.

Total Vines

There were a total of 182,115 grape vines in Kansas in 2010. There were more vines of Chambourcin and Norton than any other single variety in Kansas in 2010. There were 22,519 total vines of Chambourcin in Kansas in 2010. Norton followed with 19,911 total vines. Traminette was third with 11,693 total vines.

Bearing Vines

There were 121,617 bearing vines in Kansas in 2010. Chambourcin was the most prevalent variety with 14,518 bearing vines, or 11.9 percent of total bearing vines. Norton followed with 12,676 bearing vines, or 10.4 percent. Seyval Blanc was a distant third with 7,844 bearing vines.



KANSAS 2010 WINE PRODUCTION



Kansas Agricultural Statistics

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Released: September 30, 2011

Kansas Produced More Than 100,000 Gallons of Wine in 2010

Wine Production

Kansas wineries produced 107,419 gallons of wine in 2010. Table wines accounted for 64.5 percent of total production, followed by specialty wines with 32.2 percent. Fortified wines accounted for 2.7 percent, while dessert or sparkling wines accounted for 0.6 percent.

Wine Production by Type, Kansas, 2010

Wine Type	Production	Percent of Total
	Gallons	Percent
Table	69,238	64.5
Dessert ^{1/} or Sparkling	666	0.6
Fortified ^{2/}	2,907	2.7
Specialty ^{3/}	34,608	32.2
Total	107,419	100.0

1/ Dessert wines refer to late harvest and ice wines below 14 percent alcohol.

2/ Fortified wines refer to ports and sherries above 14 percent alcohol.

3/ Specialty wines include fruit wines, flavored wines, honey wines, brandies, wine coolers and others.

Of the wineries engaged in making specialty wine, one third reported making wine with peaches, a third used raspberries, and a third made wine from elderberries. Other fruits used by specialty wine makers included but were not limited to blackberries, blueberries, apples, and pears.

Table Wine Production

Red wines were the most predominant type of table wine, comprising 53.2 percent of total table wine production in 2010. White wines followed with 38.8 percent, while rose or blush wines accounted for 8.0 percent.

Table Wines by Species

French-American Hybrids were the most commonly used species of grapes in table wine production in 2010. Hybrids accounted for 65.2 percent of all red table wine production. Native American species were second with 19.3 percent, while *Vitis Vinifera* accounted for 15.5 percent of total red table wine production.

For white table wines, hybrids accounted for 77.7 percent of total white table wine production. Native American species followed with 14.3 percent, and *Vitis Vinifera* accounted for 8.0 percent of all white table wine production.

Hybrids accounted for 66.9 percent of all rose or blush table wine production, while Native American and *Vitis Vinifera* comprised the remainder.

Percent of Table Wine Production by Type and Species, Kansas, 2010

Type	Species		
	French-Am. Hybrid	Native American	<i>Vitis Vinifera</i>
	Percent		
Red	65.2	19.3	15.5
White	77.7	14.3	8.0
Rose/Blush	66.9	1/	1/

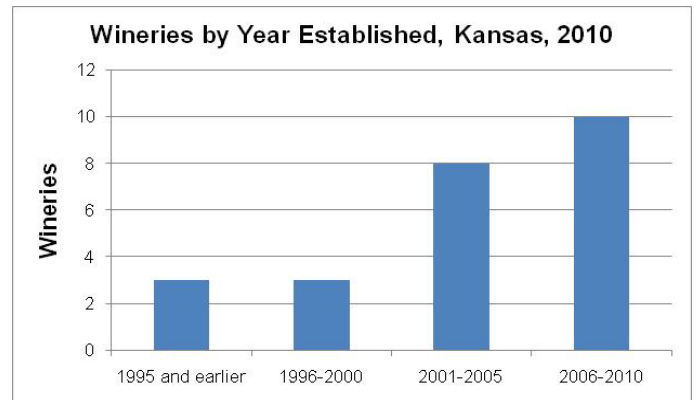
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Capacity

Kansas wineries had a total production capacity of 134,075 gallons in 2010. Stainless steel capacity accounted for 49,466 gallons and oak barrels accounted for 13,619 gallons. Other materials accounted for 70,990 gallons and included materials such as glass and food grade polyethylene tanks.

Wineries

Forty-two percent of Kansas wineries responding to the winery survey indicated they had been established within the past five years.



Thirty-eight percent of the wineries in Kansas belonged to a wine trail or farm tour in 2010. The trails or tours included the Northeast Kansas Wine Trail, the Somerset Wine Trail, and the Kaw Valley Farm Tour. Fifteen wineries indicated they didn't belong to any trail or tour. Eighty-eight percent of the wineries in Kansas indicated they have their own website.

Wineries in Kansas are most likely to hold a farm winery license over any other type. Ninety-two percent of wineries indicated they held this type of license in 2010.

Most wineries in Kansas operated a vineyard in addition to their winery in 2010, with a total of 139.6 bearing acres. Twenty-nine percent of Kansas wineries grow other fruit or berries for wine production on a total of 56.3 acres. Regardless of whether a vineyard was operated by a winery, nearly all wineries reported they pressed fresh grapes.

Tourism

Kansas wineries hosted a total of 251,870 visitors in 2010. Special winery and other events attracted 7.5 percent of the visitors while the rest, 92.5 percent, stopped by for general purposes such as shopping, tasting, etc.

Most visitors were from Kansas, accounting for 48.2 percent of the total visitors. Visitors from neighboring states accounted for 23.9 percent of the total.

Percent of Total Visitors to Wineries by Origin, Kansas, 2010

Origin	Percent of Total
Kansas	48.2
Neighboring States ^{1/}	23.9
Other States	16.1
Other Foreign Countries	3.2
Canada or Mexico	0.9
Unknown	7.7
Total	100.0

1/ Includes CO, MO, NE, and OK



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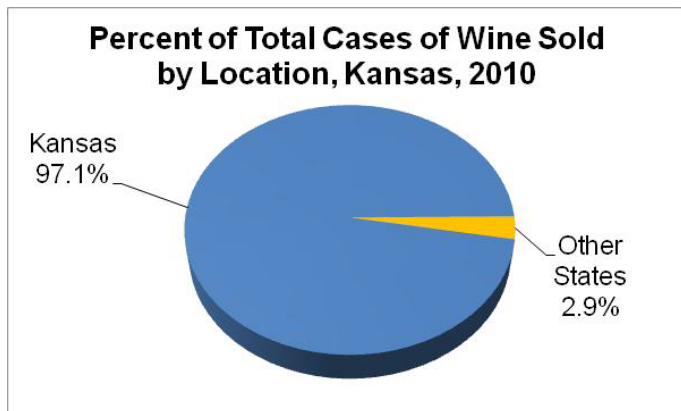
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Wine Sales

Total sales at winery tasting rooms in 2010 were \$3,478,987. Wineries reported average sales per customer were \$31.23 in their tasting rooms. Wine purchases accounted for 87.7 percent of these sales, while other items accounted for 12.3 percent.

Kansas wineries sold a total of 31,066 cases of wine in 2010 averaging \$110 per case. Virtually all sales were to recipients in Kansas, accounting for 30,153 cases, or 97.1 percent, while recipients in other states purchased 913 cases in 2010.



Kansas wineries reported 94.9 percent of all sales took place within 100 miles of their operation.

Most case sales by Kansas wineries were directly to consumers at their location. Consumers purchased 22,677 cases at wineries in 2010, accounting for 81.1 percent of total sales dollars. Beverage distributors in Kansas accounted for 13.0 percent of total sales, while liquor stores followed with 3.8 percent.

Cases Sold and Total Sales Percent by Location, Kansas, 2010

Location	Cases	Percent of Sales
	Number	Percent
Consumer at Winery	22,677	81.1
Kansas Distributors	5,570	13.1
Liquor Stores	1,811	3.8
Restaurants ^{1/}	355	0.5
Consumer Via Carrier ^{2/}	189	0.3
Other	464	1.2
Total	31,066	100.0

^{1/} Includes drinking establishments

^{2/} Such as UPS or other delivery services

Employment and Payroll

Kansas wineries paid a total of \$1,544,281 in wages and employed 122 workers during 2010. More than half of these workers were part-time employees, comprising 56.6 percent of total workers. Fifty-one full and part-time employees were involved in tasting room activities. Vineyard operations followed with 27 total employees. Twenty-one employees were reported as being involved in wine production. Twenty-three workers were involved in other activities which included general management, bookkeeping, or events.

Number of Employees by Activity, Kansas, 2010

Activity	Total	Full-time	Part-time
		Employees	
Tasting Room	51	20	31
Vineyard Operation	27	5	22
Wine Production	21	18	3
Other	23	10	13
Total	122	53	69

Of the wineries answering reliable worker questions, 72.7 percent indicated they could find reliable workers for vineyard operations. For winery operations, 69.2 percent of wineries reporting indicated they could find reliable workers.

Capital Investments

Kansas winery operators invested a total of \$1,440,958 in 2010. The primary area of investment was the wine making area with \$625,572, or 43.4 percent of total investments. Vineyard operations followed with \$300,836, or 20.9 percent.

Total Investments by Area and Percent of Total, Kansas, 2010

Area	Investment	Percent of Total
	Dollars	Percent
Wine Making Area	625,572	43.4
Vineyard	300,836	20.9
Tasting Room	147,550	10.2
Other	367,000	25.5
Total	1,440,958	100.0

We would like to thank all the grape and wine producers who took the time to participate in the Winery Survey by responding by mail, telephone, or personal interview. More than thirty wineries were contacted for the survey with approximately 90 percent completing the questionnaire. Summary results are a tabulated summation of the reports received. No attempt was made to estimate for non-response. This report would not have been possible without the valuable input from respondents, and funding from a USDA specialty crop block grant. Results from the grape production survey can be viewed in the Kansas 2010 Grape Production release.